



CUSTOMER CASE STUDY / UX AND UI RESEARCH

Dell recognizes the people behind better user experiences

Dell Technologies uses TruCentive to reward participants in UX and UI design research. A branded incentive experience recognizes their contribution and connects the thank-you to the product research they helped inform.

THE OPPORTUNITY

Recognize time and practical insight

User research gives Dell a closer view of how people interact with its products. Participants contribute their time and perspective, and Dell uses incentives to recognize that contribution as part of the research experience.

THE APPROACH

Make appreciation part of the experience

Dell uses TruCentive to deliver a branded thank-you with a direct link to claim an incentive. The message connects the reward to participation in usability research, including work on Dell's Data Protection portfolio.

Dell automates multiple reminders to help participants claim their incentives. This follow-through reinforces appreciation for their time and supports Dell's goal of building long-term relationships with research participants.

THE EXPERIENCE

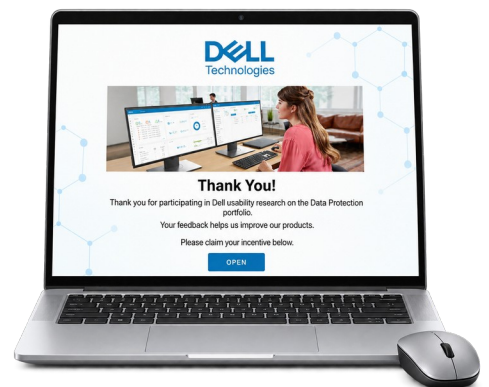
Recognition that respects participants

"Participants bring the perspectives that help us design better experiences. TruCentive helps us recognize their time and contribution with a thank-you experience that reflects Dell."

Hana Smith, Director, User Interface Engineering
Dell Technologies

Useful feedback deserves a thoughtful thank-you.

Recognize research participants with TruCentive.



Recognition for research

UX and UI research

Reward time and practical feedback.

Dell-branded delivery

A consistent participant experience.

Automated reminders

Help participants claim their rewards.